

The Treasure from Heaven

CHEONJIHYEON



천지연



기초의 뜻



수삼을 구공구포하여 흑갈색으로 조숙시킨 천지현황 홍삼은 항암 및 면역 활성 효과가 인삼·홍삼보다 월등히 뛰어나고 과학적으로 증명되었습니다.



About the Company

"So far as to produce "CHEONJIHYEON Black Ginseng"

CHEONJIHEYONHWANG started as a venture enterprise in 1998. Historically Goryo-ginseng has been the world's famous product only in Korea, However, since we recognized the fact that it was our past glory in the overseas market, we established a company named Geumsan Cheonnyeong Hongsam in 2000 for the research/development of ginseng as well as restoring the glory of Goryo-ginseng inherited for over hundreds years in this country, and built our first nest of venture business in the Daejeon University which is well known for oriental medicine. As we studied about various aspects of Goryo-ginseng, together with professors in the department of oriental medicine, we understood the principles of red ginseng that it has changed according to the changes of processing method. Hence, we envisaged a bigger future of Goryo-ginseng through the study of "Nine repetitive steaming and drying processes" as a new processing method. As a result, based on the cooperative research agencies in 2005, such as College of Pharmacy in Chungnam University, College of Medicine in Seonggyungwan University, College of Oriental Medicine in Daejeon University, they started the government-funded R&D project(project no. : 105061-3) "Development of new functional value-added health functional food by utilizing black ginseng" under the support of the Ministry of Food, Agriculture, Forestry & Fisheries. In order for them to carry out more in-depth study on Goryo-black ginseng, researchers from the college of pharmacy, medicine, oriental medicine have joined in the research team of Goryo-black ginseng(23 researchers, 3-year period of research, ₩400 million of research fund) and studied until the early of 2008 on the optimal manufacturing method of black ginseng, analysis of black ginseng ingredients, decision of structure, comparison of compounds in white ginseng and red ginseng, anti-cancer effect of black ginseng, anti-obesity effect, improvement of brain function, boosting effect of immunity and so forth. Based on the practical importance of Goryo-black ginseng, the state-run institute of KRIBB collaborated with the college of oriental medicine in Kyeonghee University, college of medicine in Geunyang University and jointly participated in the government-funded R&D project(48 researchers, 3-year period of research, ₩5.2 million of research fund) "Development of high potency ginseng products for prevention of metabolic disease" in the first half of 2008. In the second half of 2008, new research team of Goryo-black ginseng was organized for the additional R&D project(project no.: 108164-3, 42 re-searchers, 3-year period of research, ₩5.2 million of research fund) and they continued research on the prevention or cancer/anti-cancer treatment, prevention of diabetes/anti-diabetes treatment, prevention of dementia, improvement of brain function, prevention of osteoporosis and its treatment. As the final outcome, CHEONJIHEYONHWANG Co., Ltd have developed the world's best "CHEONJIHYEON Black Ginseng" and obtained patent of "Manufacturing method of black ginseng for increasing Ginsenoside Rg3, Rh2"(patent registration no. : 10-1071851) based on the 6 years of R&D activities supported by the government of Korea.



천지연



History of the Company



2000	Established a company named Geumsan Cheonnyeon Hongsam.
2002	Industry-academy collaboration with Daejeon University.
2003	Entered to business incubation center in Daejeon University. Performed a project "Analysis of Gensenoside by the processing of red ginseng." (supported by SMBA)
2005	Performed a project "Development of new functional value-added health functional food by utilizing black ginseng" (supported by the Ministry of Food, Agriculture, Forestry & Fisheries) (Hosted by the College of Pharmacy in Chungnam University) (Collaborated with College of Pharmacy in Chungnam University, College of Medicine in Seonggyungwan University, College of Oriental Medicine in Daejeon University).
2008	Completed the project "Development of new functional value-added health functional food by utilizing black ginseng." Performed a project "Development of high potency ginseng products for prevention of metabolic disease" (supported by the Ministry of Food, Agriculture, Forestry & Fisheries) (Hosted by the Korea Research Institute of Bioscience & Biotechnology) (Collaborated with College of Medicine in Geunyang University, College of Medicine in Catholic University). Performed a project "Development of high potency black ginseng products for therapeutic prevention of osteoporosis" (Hosted by the Korea Research Institute of Bioscience & Biotechnology) (Collaborated with the College of Biotechnology in Baejae University).
2011	Completed the project "Development of high potency ginseng products for prevention of metabolic disease." Completed the project "Development of high potency black ginseng products for therapeutic prevention of osteoporosis."
2012	Changed company name to CHEONJIHEYONHWANG Co., Ltd. Signed on the transfer of patented technology "Manufacturing of black ginseng with increased Rg3 and Rh2 contents"(patent no. : 10-1071851) to KRIBB. Obtained business license for manufacturing of ginseng, food products and launched black ginseng brand "'CHEONJIHYEON." Constructed a factory in Geumsan county. Developed/produced "CHEONJIHYEON Black Ginseng" by CHEONJIHEYON-HWANG Co., Ltd.

Ginseng / Red ginseng / Black ginseng



Ginseng(人蔘)

As a perennial plant with fleshy roots, it belongs to the family of Japanese Angelica with scientific name [Panax shinseng Nees] (Panax ginseng C. A. Meyer).

Its name refers to the root's characteristic which resembles the legs of a person and also called 神草, ghostly medicinal effect. Some people refer to 人蔘, to be respected by people due to its high efficacy or 鬼蓋, pointing to the shade with the sun at its back.



Red ginseng(紅蔘)

It has been processed by steaming without peeling fresh ginseng and dried to become a product of dark reddish brown, dark yellowish brown, dark brown or deep dark brown color. The production of red ginseng in Korea was started more than 1,000 years ago. Historically, it was recorded in the old book "Go Ryeo Do Gyeong," which was published in 1123, saying 人蔘之幹 亦有生熟二等 that two types of ginseng are available, steamed ginseng and fresh ginseng. Up until 1996, red ginseng was exclusively produced by the government. However, after the abolition of monopoly system in 1996, any firm equipped with appropriate production system can process red ginseng for sale. It is defined in the law for ginseng industry, "Red ginseng has been processed by steaming without peeling fresh ginseng and dried by drier system and natural sunlight."



Black ginseng(黑蔘)

It is defined in the law for ginseng industry(effected on January 26, 2012), "Black ginseng has been made by repetitive steaming and drying processes to become a product of dark blackish brown or deep dark brown."

Ginseng / Red ginseng / Black ginseng

In nine repetitive steaming and drying processes, we applied two treatments of high temperature, high pressure and then analyzed saponin content. It was revealed that Rg3(S), Rg3(R), Rk1, Rg5 existed in red ginseng was detected in black ginseng. Saponin content of Rg1, Re, Rb1, Rc existed in white ginseng was much decreased in the ginseng treated with six repetitive steaming than that of three repetitive steaming, while Rg3(S), Rg3(R), Rk1, Rg5 was much increased.

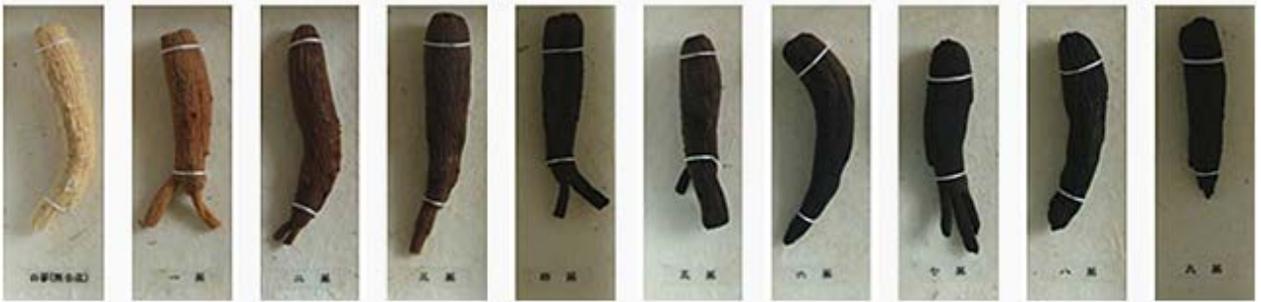
In nine repetitive steaming and drying processes, Rg1, Re, Rb1, Rc existed in white ginseng has disappeared. On the other hand, Rg3(S), Rg3(R), Rk1, Rg5 existed in red ginseng as minor ingredients was much increased by adding exclusive manufacturing process of CHEONJIHYEON Black Ginseng.



Saponin	Red ginseng extract(%)	Black ginseng extract(%)	Efficacy
Rb1	0.491	0.023	
Rb2	0.253	0.004	
Rc	0.225	0.003	
Rd	0.104	0.147	
Re	0.272	0.035	
Rg1	0.363	0.098	
Rg2	0.042	0.156	
Rg3	0.061	0.387	Suppress propagation of cancer cell
Rh1	0.053	0.287	Suppress platelet aggregation
Rh2	0.042	0.321	Suppress propagation of cancer cell
Rk1+Rg5	0.053	0.398	Suppress anti-tumor
Total	1.959	1.848	

What's Gu-Jeung-Gu-Po?

The technology of extracting saponins to the maximum level.
Gu-Jeung-Gu-Po means nine repetitive steaming and drying processes.



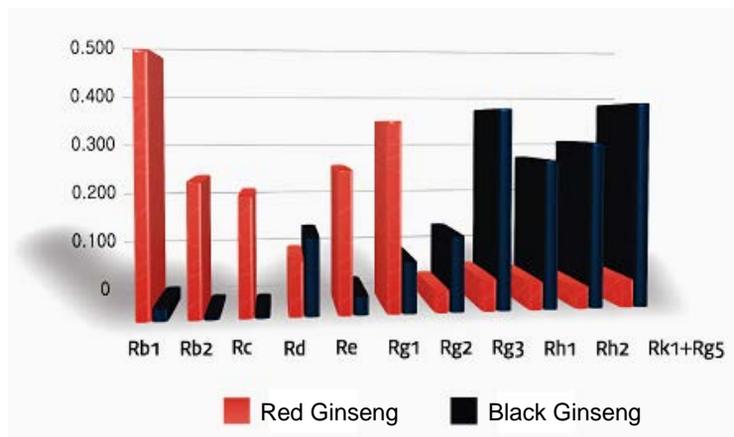
After the selection of best ginseng, which have high saponin content, harvested in the optimal period of time, we washed them with clean water. Fresh ginseng have been steamed and then keep them dried in sunlight for 5 days(aging process). After nine repetitive steaming and drying processes, black ginseng, with dark reddish brown, can be produced. Through 12 years of continuous R&D activities, CHEONJIHYEON Black Ginseng has been developed. Now, we are in a position to produce superb quality of CHEONJIHYEON Black Ginseng, increasing 40 times high active ingredients with saponin, based on scientific research as well as our exclusive biotechnology.

The excellence of CHEONJIHYEON Black Ginseng

The age of black ginseng, after the ginseng/red ginseng, has come!

Why black ginseng?

It may sound quite strange to the public, however, R&D activities have been currently accelerated and it appeared as an attractive healthy food product since its efficacy was disclosed. Through repetitive steaming and drying processes, amounts of saponin increase, so black ginseng has been produced based on the balance of optimal level of active ingredients. It was acknowledged that black ginseng has 7-30 times of high saponin contents(Ginsenoside Rg3, Rh2, Rk1, Rg5) which suppress the propagation of cancer. CHEONJIHYEON Black Ginseng, the outcome of R&D activities for 6 years by CHEONJIHEYONHWANG Co., Ltd under the support of government and officially certified by KRIBB.



The efficacy of black ginseng

1. Anti-cancer
2. Anti-diabetes
3. Anti-dementia
4. Anti-osteoporosis
5. Boosting immunity

Black ginseng has been effective not only in preventing various diseases but also in strengthening one's physical energy as a tonic

6. Anti-obesity
7. Improving brain function

Black ginseng is made by extracting saponin, major ingredient in Goryo-ginseng, to the optimal level, so it is very safe to the human body and promote blood circulation by removing wastes like blood clot, cholesterol (LDL) in the blood.

Saponin in ginseng has been effective in preventing and treating various blood vessel disease(arteriosclerosis, hypertension), heart disease(heart failure, myocardial infarction), brain disease(stroke, cerebral hemorrhage, cerebral infarction) and liver trouble.

New manufacturing process of CHEONJIHYEON Black Ginseng



1. A problem to be settled in the manufacturing process of black ginseng -Most of manufacturers have experienced bursting failure and inside cavity in common.
2. Generally, black ginseng has been processed in such as way of fresh ginseng > red ginseng > black ginseng. However, we settled the problem by improving the process of manufacturing in such as way of fresh ginseng > white ginseng > red ginseng > black ginseng.
3. In the process of making white ginseng, knife made with bamboo was used to peel off skin. However, ginseng was dried without peeling in this study to prevent the content of active ingredient from getting lower.
4. To prevent inside cavity, moisture must be dispersed slowly inside the fresh ginseng. In the course of drying process, we have intermittent break time, through which uniform quality of white ginseng could be secured.



- **Product composition** : 90ml x 60 bags
- **Product name** : CHEONJIHYEON/HYEON
- **Ingredients & its content** : Gu-Jeung-Gu-Po black ginseng(black ginseng root 80%, fine roots of black ginseng 20% from Korea), CHEONJIHYEON Gu-Jeung-Gu-Po black ginseng 11%,
- **Method of intake** : 2-3 times daily. Take a bag at a time. (Some sediment may take place, however, shake it well prior to intake)
- **Method of storing** : Keep it in a cool place avoiding direct sunlight. Take it immediately if you open the bag, otherwise, it may be spoiled.
- **Nutrition facts** : **Serving size** : 1 pc(90ml)/ **Amount per serving**(90ml)



1514, Geumsan-ro, Geumsan-eup, Geumsan-gun, Chungcheongnam-do, (32734) Korea

Tel +82-70-4012-5076

Fax +82-2-518-5450

sunflush@naver.com

www.kbgrg3.com